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Cary Grant WOW In Toronto PA

By JAY L. SMITH

Several months ago we ran in this column an article dealing with Student Admission Prices, reporting on how these were being handled in the U.S., both by circuits and independents, and strongly recommending that all exhibitors in Canada re-examine their admission price structure, and put into effect a student price, if not already doing so.

The response to this article was most gratifying, with a great number of letters received from all over Canada. Quite a few independents wrote in thanking us for the information contained in the article, and advising that they were starting student admission prices in the immediate future.

Famous Players Canadian Corp. has for many years had student prices in a number of their theatres; however, there was no definite policy in regard to such admission prices, with the age limits and the differential between student and regular admission prices varying in many theatres. This week, an announcement was made that starting Sept. 5th, all F-P Toronto suburban theatres would have a student admission price, that the age group for such students would be the same in all theatres, namely from 13 years and over, and that the differential between children's prices, students' prices, and adult admissions, will now be the same in all F-P Toronto suburbans.

A student identification card will be available for all students, age 13 and up, and this card, for which no charge will be made, in contrast to the set-up in some U.S. circuits, where a charge of $1.00 was made for the student cards, will permit the holder to purchase student tick-

(Continued on Page 2)

Montreal, Hamilton, Winnipeg, Victoria and Vancouver In Tour

Toronto: A cleft chin that has become famous after appearing in many top films on screens in every nook and cranny of the world ushered in another good-will ambassador from Hollywood in the person of Cary Grant adding up as on all recent PA tours for that merry jingle at the box-office that both exhibitor and distributors find so melodious.

Grant, co-starring with Grace Kelly in Paramount's "To Catch A Thief" now in release in Canada, is in his seventh week of a tour that has already encompassed

(See GRANT Page 5)

Paynter To Calgary As Branch Manager

Toronto: Jack Labow, RKO's Canadian general manager announced last Monday the appointment of Harry Paynter as branch manager in Calgary. Paynter who at the time of his new appointment

(See PAYNTER Page 2)

Goldwyn's 'Dolls' On PA Tour Visit Toronto Sept. 18-19-20

Toronto: Five of the dolls from "Guys and Dolls" will tour the USA and Canada on a 30-city visit to publicize the picture to be distributed by MGM shortly. Three of the girls are from California, one from New York and the last from Pennsylvania.

The schedule, as constituted now, will have the dolls begin their tour in Philadelphia the day after Labor Day and wind up back

(See GOLDWYN Page 3)

George Ganetakos Honored In Greece

Montreal: The Greek Red Cross has paid tribute to the memory of the late George Ganetakos, founder and general manager of United Amusement Corporation, who died in an auto collision June 9.

The announcement, made in a letter to Basil Salamis, Canada's representative of the Greek Red

(See GANETAKOS Page 3)

Famous Dividend

Toronto: Famous Players Canadian Corp., Ltd. declared a dividend of 37½ cents on the common stock for the quarter ending Sept. 30, payable Sept. 28 to shareholders of record on Sept. 2.

WB Film Crew In Newfoundland

St. John's, Newfoundland: Fifty Newfoundlanders, 27 of whom claim to have witnessed Lindbergh's flight over this town 28 years ago, were picked by director Billy Wilder to work as extras in "The Spirit of St. Louis," Leland

(See WB CREW Page 2)

Republic Pictures Adopt French Anamorphic Lens For Filming

Toronto: Republic Pictures enters the field of CinemaScope-type production with Cinepanoramic, a French anamorphic lens origination which will be used in filming "The Maverick Queen," with Barbara Stanwyck, Barry Sullivan and Scott Brady in the top roles of the Zane Grey story, Frank Fisher, general manager, for JARO (now distributing Republic product in Canada) reported last week.

Dan Bloomberg, head of research and engineering at Repub-

(See REPUBLIC Page 2)

JARO's 10th Anniversary

BILLINGS DRIVE CHAMPS

1st—FRANK SCOTT
CALGARY

2nd—BOB JOHNSON
MONTREAL

3rd—IRVING STERN
TORONTO

Wpg. Pioneers' Golf Tournamant Tops

Winnipeg: The second annual golf tournament sponsored by the Winnipeg Branch of the Canadian Picture Pioneers was held at Glendale Golf and Country Club on Thursday, August 18th, 1955.

Forty Golfers participated in the golf tournament and were joined by ten more industry members for the steak dinner which followed at the Club House.

Perfect golfing weather saw the projectionists Ray Raeney, Nate Wolk and Toby Triller win the

(See WINNIPEG Page 2)

Wpg. Ahead In UA's Youngstein Drive

New York: United Artists' Washington, Cleveland and Winnipeg branches have moved into first place in their respective groups

(See YOUNGSTEIN Page 3)

PIONEER GOLF TOURNAMENT, Sept. 15—Buy Your Ticket Now!

On the Beam

(Continued from Page 1)

ets at all performances with the exception of Saturday and Holiday evenings, and midnight shows.

Our personal congratulations to Win Barron, the "Voice of Paramount," on his appointment as Drive Captain for Canada for the Barney Balaban Sales Drive, and on the forthcoming marriage of two of the four lovely Barron daughters, Angela and Armida, who will be wed, Sept. 17.

The situation in Canada seems to be stabilizing somewhat, with theatre closings balancing with new theatres opening, and some old ones re-opening. In Toronto, the Village Theatre is scheduled for closing within the next few weeks, the land and building having been sold by Famous Players, and according to reports, apartments will be built on the site. The Avenue, another F-P house, which has been closed for several months, will reopen some time in September, for another stage presentation, similar to the phenomenally successful "Spring Thaw," which ran for seven weeks at the Avenue last Spring.

Also re-opening in Toronto within the next couple of weeks will be the Mayfair and Esquire, closed by 20th Century Theatres several weeks ago, and turned back to their owner, Harry Firestone, who is modernizing the two houses, and re-opening them under the supervision of Bill Forman.

The Major, St. Clair, operated by Premier Theatres for the past year or so as an Italian language house, has been sold by the Major interests, and will be converted to a super-market. The Joy Theatre, an independent operation, has also been sold, and will be converted to a store. Also reported sold for non-theatrical use is the Community, Toronto, which B & F closed several months ago.

Re-opening is the Kent, Windsor, which Stephen Bode, who operates the Melody Theatre, Toronto, has leased from Famous Players, and will operate on an art policy, with foreign-language films. Bode also operates the All Nations Booking Service, booking German films.

Also scheduled for re-opening shortly is the former Elmwood, London, last operated by 20th Century Theatres, and closed down several months back. It has been taken over by Odeon Theatres and is being renamed the Odeon Hyland, and will operate on the same policy as the Odeon Hyland, Toronto.

WINNIPEG

(Continued from Page 1)

Ray Lewis Memorial Trophy, donated by her son Jay Smith for team event. The winning team also received individual prizes of nylon golf bags, donated by the Crown Watch and Jewellery of Winnipeg. Presentation of the trophy was made by Charlie Krupp, representative of Alliance Films in Winnipeg.

The Dominion Sound Trophy, closed event, low gross, was won by Ray Raeney. Closed low net for the Samuel Weiner trophy was won by Lou Miles, while the open low net for the Western Theatres trophy was won by Harry Prygrocki. W. Levin took the J. M. Rice trophy for open low gross.

Prizes were also given for closest to the pin on the ninth hole and hidden high and low holes.

Harold Bishop was the official starter and did a wonderful job in getting all golfers off on time and checking in their scores. A trophy was presented to Mr. Bishop in appreciation for a job well done.

Harry Hurwitz was chairman at the dinner and presentation of prizes.

Donations for the tournament were given by: R. D. Hurwitz, Main Street Pool; Odeon-Morton Theatres; Famous Players Corporation; Western Theatres Ltd; Charlie Krupp's Film Service; Crown Watch and Jewelery; J. M. Rice & Co.; Dominion Sound Equipment Ltd.; General Theatre Supply Co., S. Weiner.

The committee in charge of the tournament included Harry W. Hurwitz—Chairman, with S. Swartz, R. D. Hurwitz, H. Bishop, R. Raeney, L. Miles, H. Swartz, A. Fienstein, G. Dowbiggan, S. Gunn, L. Hurwitz.

WB CREW

(Continued from Page 1)

Hayward production for Warners.

The film company will shoot here for five days on the fourth segment of a hemispherical location tour that will take the reconstructed Lindbergh plane, the Spirit of St. Louis, on to Paris for the arrival scenes. Unit has previously worked out of Long Island, Boston, and Halifax, N.S.

Reason so many Newfoundlanders over the age of 35 remember the Lindbergh flight is that he swooped low over the town of St. John's on the evening of May 20, 1927, hoping they would get word back to his supporters that he was safely on course.

The picture is being filmed in CinemaScope and WarnerColor, with James Stewart starred.

REPUBLIC

(Continued from Page 1)

lic's studio, aided in the development of the lens there in association with the French manufacturer, Distribution Internationale Cinematographique of Paris. It was first used early this year in London by Adelphi Pictures for "You Lucky People." Reports from London at the time disclosed that the process has the same ratio aspect as CinemaScope (2.55:1). It carries the trade name of CameraScope in England and Cinepanoramic, in France. Jack Prendegast and Pathe Equipment handled the lens in England.

The shooting lens is said to be adaptable to all existing motion picture cameras. It is used as a front lens in conjunction with standard back lenses. Shooting of anamorphic films with the Cinepanoramic lens present no more difficulty than the shooting of normal "flat" films, according to the French manufacturer.

PAYNTER

(Continued from Page 1)

was acting as salesman out of the Toronto office of RKO has been with the company since 1946, starting in the back room and moving from there to the posts of short subject booker, booker and salesman.

Paynter, Mr. Labow's announcement stated, will replace the present manager, Arthur Elliott, who is leaving RKO to take up a position outside of the industry. As salesman replacing Paynter will be Herb Greenbaum. Both promotions have been made in line with RKO's policy of promotion from within the ranks of the company wherever possible.

Show Of The Week

Toronto: The first All-CinemaScope Show of the Week for eight Famous Players key neighborhood units in Toronto proved to be so successful that the bill, consisting of "Violent Saturday" and "White Feather," was held for a second week at four of the theatres, the Alhambra, Palace, Runneymede and St. Clair. The other four, the Capitol, Beach, College and Parkdale, picked up another pair, "Untamed" and "The Magnificent Matador."

Cinerama

Montreal: "This Is Cinerama" is now in its eigth month at the Imperial Theatre, Montreal, the only house in Canada equipped for this process. Showings are scheduled twice daily Monday through Friday, with three performances on Saturday and Sunday,

British Stars Tour For Variety Village

Toronto: The start of a cross country tour by one of the "strongest shows ever put on the road in Canada, combining the talents of three of England's top performers" an announcement from Ernie Rawley states, gets underway in Toronto at the Royal Alexandria on September 26 for a two week run.

The proceeds of the tour will all go to Variety International, Tent 28, Toronto's Heart Fund to aid in the work of Variety Village.

The three performers, all of whom starred in their own shows overseas are Norman Evans, England's Ambassador of Mirth, who in 1950 did stand-out business at the Royal Alexandria; Alex Findlay, Scotland's top comic, who on two previous occasions did SRO business and Tessie "Two Ton" O'Shea, making her first appearance in Canada

The tour will encompass 17 cities and is expected to fill a large gap in the constant fund raising activities of Tent 28 for this year. Dates for the tour are Toronto, September 26; St. Catharines, October 9; London, October 10-11; Kitchener, October 12; Brantford, October 13; Hamilton, October 14-15; Ottawa, October 16; Kingston, October 17; Montreal, October 18-22; Fort William, October 24; Winnipeg, October 25; Regina, October 26; Saskatoon, October 27; Edmonton, October 28; Calgary, October 29; Victoria, October 31 and November 1 and Vancouver, November 2-5. Supporting the three top performers are a rounded out group of acts, making the over-all show, one of the most entertaining presentations seen in many a year on Canadian stages.

"ROMEO & JULIET"

Stratford: To add to the atmosphere of the Shakesperian Festival in Stratford, Ont., the Avon Theatre, a unit of Premier Theatres, brought in JARO's "Romeo and Juliet" for a three-day engagement Aug. 22-24 after this play had been presented a number of times in the tent during the season. The film version attracted considerable attention because of the opportunity for comparison.

FILM CO. FORMED

Toronto: Following a six-month's picture-shooting tour of Europe during which he was accompanied by Camerman Felix Lazarus, Harry Rasky, Toronto writer and former CBC official, announced the formation of Canada-World Film Productions for the making of pictures of the documentary and theatrical types.

YOUNGSTEIN

(Continued from Page 1)

in the company's Max E. Youngstein Drive, it was announced by William J. Heineman vice-president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains.

The Washington exchange is managed by Sidney Cooper; David Rosenthal heads the Cleveland branch and Abraham Feinstein leads the Winnipeg exchange.

The Montreal branch is second in the third group, with the Calgary branch being third.

GANETAKOS

(Continued from Page 1)

Cross here, cited Mr. Ganetakos' generosity in time and money to the people of Greece while president of the Greek War Relief Fund of Canada during the critical times of World War II.

Flags at the central offices of the Red Cross at Athens were flown at half mast and special services were conducted in the chapel of the Greek Red Cross Hospital. The Central Committee of the Greek Red Cross has also resolved to name one of the streets in Voula of Atikis Asklipieou after the deceased.

GOLDWYN

(Continued from Page 1)

in New York Nov. 6. Mildred Galanter will be in charge of the tour. She is the wife of Ted Galanter, MGM's west coast division field representative and currently assigned to "Guys and Dolls".

Now in New York preparing for the 30-city visit, the five Goldwyn dolls will make their first stop Philadelphia, coming to Toronto for 3 days on September 18, 19 and 20.

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Across the Country

Toronto and District

With all the news coverage and excitement of the Eighth Boy Scout World Jamboree at Niagara-on-the-Lake, the playing of a revival of "Mr. Scoutmaster," starring Clifton Webb, at the Brock Theatre there was a natural for Dewey McCourt, owner of the theatre, who reported excellent business.

• • •

The O'Brien Theatre, Pembroke, directed by Russ Simpson, general manager of Ottawa Valley Amusement Co., used an effective stunt for some days to boost refreshment-counter sales.

The patrons were instructed to look for a number on the bottom of certain paper cups in which Pepsi-Cola was dispensed. The lucky cup was entitled to a free carton of Pepsi-Cola, courtesy of Giesbrecht's Limited, distributor of the beverage.

Ottawa

Bob Maynard of the Francais Theatre is presenting vaudeville shows with his screen presentations twice daily. Changes are being made weekly, and underlined for early in September is the famed Famille Plouffe of radio and television.

• • •

Manager Ernie Smithies of the Capitol Theatre, Kingston, had a splash combination page in the Whig-Standard prior to the opening of "Davy Crockett" which brought a rush of family trade. The advertisers consisted of a number of the main stores in the Limestone City.

Winnipeg

Visitors to Film Row included Duane McKenzie, Estevan, Sask., W. J. MacGregor, Gladstone, Man., C. Doerr, Melita, Man., Len Reinhorn, Regal Amusements, Regina, Sask., Maynard Grey, Rivers, Man.

• • •

Charlie Frankelson is the new head booker at MGM replacing Earl Fainblit. Shirley Simons takes over as short subject booker.

• • •

The Stardust Drive In Theatre, Melville, Sask., advertises "B-I-N-G-O-O-O" every Friday and Monday, and "Buck Night' every Wednesday with "Bring Your Family and Friends $1.00 Admission". Foto-Nite in Winnipeg has now reached $3,300.

Vancouver

Sound editors, Keith Stafford of Paramount and Sydney Sutherland of Ziv were in town from Hollywood on a joint business trip and holiday.

• • •

Four Famous Player suburban houses the Kerrisdale, Kitsilano, Alma and Windsor and the d-t Odeon-Hastings will close their doors Aug. 27. Blamed for lack of business is the twin devils TV and Bingo.

• • •

Bob Brouse of JARO Screen Advertising here from Toronto reports great exhibitor interest in "TIPS" the new English advertising films for theatres. Mac Smee former manager of the Regent is now connected with a drive-in organization near Edmonton, Alta.

• • •

JARO 16 mm branch are now releasing serials released by Republic to the narrow gauge situations. The Cascades Drive-in at Burnaby is now featuring a kiddie 16 mm cartoon show before performances.

• • •

Pacific National Exhibition opened for a 11 day run. To date business is below 1954.

• • •

The largest crowd in Canadian pro-football history 28,015 with a gross of $76,000 was made when Vancouver Lions and Calgary Stampeders played August 22. The night games are direct competion to theatre business.

Committee Appointed By CPP President

Toronto: A committee, appointed by N. A. Taylor, president of the CPP, to act on the nominations for the Canadian Picture Pioneers annual Pioneer of the Year Award, will meet in Toronto on September 8. Its members are Frank Fisher, general manager of JARO distribution; R. W. Bolstad, vice-president of Famous Players; Hugh Sedgwick, Canadian vice-president of the IATSE; Oscar Hanson, president of Sterling Films; Harold Pfaff, general manager of Independent Theatre Services; and Hye Bossin, editor of the Canadian Film Weekly.

The first Pioneer of the Year was John J. Fitzgibbons, CBE and the second Jack Arthur, MBE. At the first banquet Ray Lewis, Ben Norrish of Montreal and Lt.-Col. John A. Cooper were also honored for "unique contribution." At the second Charles Stephenson and Will McLaughlin of Ottawa were given expressions of the industry's appreciation.

"Street Corner"

Toronto: Joe Bermac, Peerless Films general manager announced the acquisition of the Canadian franchise for "Street Corner." The film now in release in British Columbia and doing top business is being presented on a road show basis with a unit of a trained graduate nurse and lecturer accompanying the film.

The film shown at advanced admission prices will open at the Paradise, Vancouver on September 12. The film has been passed for censorship in Nova Scotia and will be put in release sometime around Thanksgiving Day.

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THE 40TH ANNIVERSARY EDITION

Of The

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DIGEST

NOW IN PREPARATION

Chatter... That Could Matter!

By MAX CHIC

Murray Sweigman returned from a trip to Quebec and the Maritimes and announced the appointment of representatives for both areas for his **Theatre Posters . . . Joe Bermac** reports that over 35 per cent of the 300 tickets on sale for the **Pioneers Golf Tournament** already sold . . . don't wait too long before buying your tab as the committee expects a complete sell out.

Two major distribution companies up here tried out new newspaper ad campaigns on films that had been doing so-so business down south with great success . . . the two, **Empire-Universal** with its campaign on "Private War of Major Benson" and **MGM** with its "Interrupted Melody" . . . both paid off big at the boxoffice . . . Maritimes and Montreal branch managers and salesmen of **MGM** were in Toronto last week visiting the head office.

The annual **Umbrella Open Golf Tournament** at **St. George's Club** for press, radio and TV men resulted in a cash gift of $400 for host **Charles Watson's Library** at **Variety Village** . . . Toronto's downtown houses will watch closely the results of **Simpson's** decision to keep open every Friday night to 9 p.m. . . . Toronto theatres made headlines last week with the nabbing of a fire-bug at the **Loew's** and the hold-up of **Shea's** cashier . . . only about $200 was netted by the thief, who must be feeling "Blue" at the results of his escapade.

Columbia Pictures continues to release serials, the old time draw for the kiddies trade and in our humble opinion, still a tremendous draw . . . the second section front page of the **Tely** one day last week paid homage to the culinary skill of **Paramount's Win Barron** . . . the reports in all 3 daily papers on **Barney Balaban's** visit to Toronto were excellent, especially **Clyde Gilmour's** who devoted his whole column . . . **Pete Myers,** Fox's Canadian general manager because of hold-over business on current product, took time off to win a golf tournament a few weeks back.

A Candid Comment from a **WB** release has **John Wayne** saying, "Many of the people who say they have seen flying saucers are in their cups."

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
To Catch A Thief (Para.) VistaVision & Tech. with Cary Grant.
SHEA'S
3rd wk. Pete Kelly's Blues (WB) C'Scope & WarnerColor with Jack Webb.
UNIVERSITY & EGLINTON
2nd wk. We're No Angles (Para.) VistaVision & Tech. with Humphrey Bogart.
LOEW'S
2nd wk. Not As A Stranger (UA) with Olivia de Havilland.
UPTOWN
The Scarlet Coat (MGM) C'Scope & Color with Cornel Wilde.
ODEON & FAIRLAWN
The Man From Laramie (Col.) C'Scope & Tech. with James Stewart.
HYLAND & CHRISTIE
One Good Turn (JARO) with Norman Wisdom.
TOWNE
10th wk. Marty (UA) with Ernest Borgnine.

MONTREAL

LOEW'S
Strategic Air Command (Para.) VistaVision & Tech. with James Stewart.
CAPITOL
The Magnificent Matador ((20th-Fox) C'Scope & Color with Maureen O'Hara.
PALACE
4th wk. Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.
PRINCESS
2nd wk. Abbott & Costello Meet The Mummy (E-U) with Abbott & Cosello.
AVENUE
2nd wk. As Long As They're Happy (JARO) Eastman Color with Jack Buchanan.

WINNIPEG

CAPITOL
House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan.
MET
The Man From Laramie (Col.) C'Scope & Tech. with James Stewart.
ODEON
5 Against The House (Col.) with Guy Madison.
GARRICK
2nd wk. How To Be Very, Very Popular (20th-Fox) C'Scope & Color.
GAIETY
Blackboard Jungle (MGM) with Glenn Ford.

CALGARY

CAPITOL
Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.
UPTOWN
Mister Roberts (W.B.) C'Scope & WarnerColor with Henry Fonda.
PALACE
2nd wk. You're Never Too Young (Para.) VistaVision & Tech.
TIVOLI
Nearer To Heaven (JARO) Eastman Color with Robert Donat.

VANCOUVER

CAPITOL
2nd wk. Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.
ORPHEUM
Love Is A Many-Splendored Thing (20th-Fox) C'Scope & Color with Wm. Holden.
STRAND
The Dam Busters (W.B.) with Richard Todd.
VOGUE
How To Be Very, Very Popular (20th-Fox) C'Scope & Color with Betty Grable.

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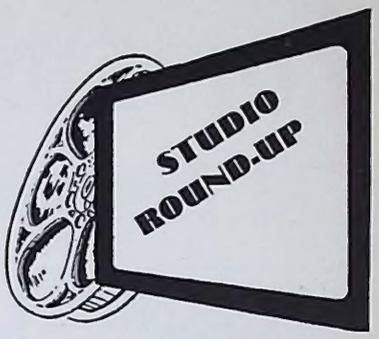

Camera unit leaves **Warners** for Cuba, to film advance scenes for the **Spencer Tracy** starrer "The Old Man and the Sea." After a nationwide search, **Columbia** has found a youngster to play key male role with **Bette Davis** in "The Library", he is 8½ year old TV performer **Kevin Coughlin.**

Carleton Young checks in for his stint in "Great Day In The Morning," an **Edmund Grainger** Production for **RKO** release. Negotiations underway for **20th-Fox** to take over the **Rita Hayworth** contract from **Columbia.**

Dorothy Malone set for role in **Universal's** "Pillars of the Sky," with **Jeff Chandler. Spencer Tracy** on a hiking trip in the Alps in preparation for his role in **Paramount's** "The Mountain."

The Capitol Theatre, New York to be scene of world premiere, Nov. 4th, of the **Samuel Goldwyn** production "Guys and Dolls," cast headed by **Marlon Brando** and **Jean Simmons** for **Metro** release. **Dorothy McQuire** reporting to **Allied Artists** for "Mr. Birdwell Goes to Battle," in which she is costarred with **Gary Cooper.**

Mexican actress **Linda Cristal** handed first American starring role in **UA's** "Comanche" an adventure drama with **Dana Andrews** topcast. **Gregory Peck** back at the **20th-Fox** lot for his title role in "The Man in the Gray Flannel Suit."

CARY GRANT

(Continued from Page 1)

Montreal, and Toronto and will cover Hamilton, Winnipeg, Victoria, Vancouver and possibly Edmonton. Accompanying the Paramount star is Win Barron, Paramount's Canadian Director of Advertising and Publicity. Grant's question and answer routine on stage has captivated audiences, while his intelligent replies to press, radio and TV will enhance the stature of the industry as a whole.

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